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Spotlight ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

VOL. V, No. 7 October 11, 1961

U. S. TRADE CENTER SUCCESSFUL NEW TECHNIQUE. Exhibitors and buyers alike expressed their feeling that the first London Agricultural display which ran from September 5-23 was an outstanding success. U. S. exporters were unanimously satisfied with the orders they booked and they were particularly pleased with the high percentage of new accounts.

Secretary Freeman opened the exhibit and called attention to the approximately 3,000 food items on display. "Most of the products found on display at this time are actually available in the local market through British distributors;" he said, "We want to express our appreciation to those firms for helping us launch this enterprise. We hope the Trade Center will mean expansion of their sales and we are confident this will happen."

Something new has been added to the technique for merchandising U. S. agricultural products. The approximately 1,650 buyers who visited the exhibition is indicative of the interest that trade has in American foods. Most of these buyers were representatives of retailers, wholesalers, importers and institutional organizations as well as chain and group accounts. The buyers included 41 from 20 outside areas. Many expressed pleasure to have been able to visit the Trade Center and see all the products on show rather than have dozens of individual salesmen calling on them.

U. S. FOOD FAIR 1961 - HAMBURG, GERMANY. Attached is a supplement giving in some detail a description of the U. S. Food Fair scheduled for Hamburg, Germany, November 10-19, 1961. More than 150 manufacturers and processors displaying over 1,000 types of food packages will be represented. This is the largest market development exhibit FAS has ever undertaken.

KEITH WALDEN NAMED CCI PRESIDENT. The Board of Directors of Cotton Council International has named Keith Walden as president of CCI to succeed A. E. Hohenberg, who died July 6. Mr. Walden, 48, is head of the Farmers Investment Company in Tucson and farms extensive acreage of cotton and other crops in Arizona and California. He had served as vice president of CCI since January. He serves in responsible positions in many other farm and civic organizations.

FEDERAL-STATE PROGRAM AUTHORIZED TO ERADICATE HOG CHOLERA FROM U. S. Steps are being taken to remove an old barrier to foreign markets for U. S. pork products. A new law authorizing the U. S. Department of Agriculture to undertake a broad Federal-State effort to eradicate hog cholera from the United States has been passed by Congress and signed by President Kennedy.

Under provisions of this statute, Public Law 87-209, USDA will be able to initiate a program sought for many years by meat and swine producing groups and State agricultural and livestock health authorities.

In addition to controlling use of virulent hog cholera virus, ARS animal disease officials consider the following measures essential to eradication:

(1) Heat treatment of garbage fed to hogs, combined with other sanitation practices; (2) destruction of infected and exposed animals and payment of indemnities to owners to compensate for these losses; (3) control of animal shipments within and across State lines; (4) prompt reporting of new hog cholera outbreaks; (5) increased vaccination, with licensed vaccines, in areas with high disease incidence; (6) keeping the swine industry informed on progress of the campaign; and (7) research to improve eradication techniques.

The animal Disease Eradication Division of USDA's Agricultural Research Service will administer Federal phases of the program in cooperation with States that wish to participate. ARS animal disease authorities point out that, with the incidence of hog cholera at a 13-year low, the time is ripe to attempt eradication.

U. S. EXHIBIT AT HAMBURG TO TEST NEW APPLE SHIPPING METHOD. Fred Matson of J. G. Maples Co., Martinsburg, West Virginia, is making full use of the opportunities afforded the industry in connection with the FAS Trade Fair program. Mr. Matson, whose firm is vitally interested in the export market, has been working for some time to develop a packaging method which will reduce the damage to fruit in transit to export markets.

Since he is supplying apples for exhibition and sampling at the Hamburg exhibit and since he believes he has finally found the solution to combat the rough handling fruit received from cargo handlers in the ports of the world, he has decided to send the apples to Hamburg in the new pallet unit to test arrival condition.

The new method to be tested involves packing the apples in film bags of 1 kilo weight, in master cartons of 10 bags each. The cartons are then stacked 20 on a disposable pallet and the whole thing strapped together with viscose fiber strapping, to be removed as a unit rather than as individual cartons.

GOOD NEWS ON FEED GRAINS. Attaches who sometimes hear that U. S. corn and grain sorghum will not give the deep yellow pigmentation which some local consumers like in their poultry, will be interested in the attached supplement, describing an experiment in Italy.

Issued by FAS, USDA, Washington 25, D. C. Distributed only to U.S. Agricultural Attaches and in the Department for internal use. Send your contributions to the Editor, "Spotlight." Deadline for next issue is 10 days after publication date.

BULGOR WHEAT FIRSTS. Bulgor wheat is being introduced to employees of the International Petroleum Company, which operates a plant at Talara, Peru.

Through the efforts of the Lima office of Great Plains Wheat, Inc. the company has placed an initial order of five tons of bulgor wheat from the U. S. The company will make the bulgor available to its employees through a commissary and a hospital.

The company also plans to continue its bulgor purchases at the rate of five tons each month.

The first bulgor wheat made available by the USDA under the Food for Peace program left the U. S. August 1.

The shipment included 550,000 pounds for Formosa, 1,574,000 for India, 120,000 for South Korea, and 1,560,400 for South Vietnam.

One of the principal advantages of bulgor for use in underdeveloped countries is the ease with which it can be prepared. It can be made ready for eating by cooking in the most simple fashion over a limited amount of fuel, or by soaking in water for several hours without any cooking at all.

USDA NAMES UNDESIRABLE WHEAT VARIETIES FOR DISCOUNT IN 1962 SUPPORT PROGRAM: The U. S. Department of Agriculture named 37 wheat varieties which are undesirable because of inferior milling or baking qualities and which will be discounted 20 cents per bushel in price support sales on the 1962 wheat crop.

In a further effort to encourage quality wheat production, the USDA has announced that premiums for quality as indicated by sedimentation tests will be included in the 1962 price-support operation for Hard Red Spring and Hard Red Winter classes of wheat. Undesirable varieties will not be eligible for these premiums. (See Press Release USDA 2769-61)

The 37 varieties designated for 1962 have been found to have distinctly undesirable milling and baking quality. The discount in the support operation is designed to discourage their production and lessen the possibility of U. S. wheat of inferior quality finding its way into domestic and export channels.

COOPERATORS MEET IN LONDON. Secretary of Agriculture Orville L. Freeman was the guest of honor at a breakfast meeting of representatives of nine cooperator groups on September 5th in London, England. T. F. Fiedler, representative of Great Plains Wheat Inc. presided at the meeting during which E. H. Driggs of the Institute of American Poultry spoke for all the cooperators present, reviewing the wide range of foreign market development activities in which the various organizations are engaged.

Secretary Freeman emphasized the role which the cooperators fill in securing distribution of America's agricultural abundance and pointed out that the current session of Congress had through its legislation recognized the importance of agricultural exports and provided additional support for the overseas agricultural trade promotion programs. Thenine sponsoring organizations were: Great Plains Wheat, Inc., California Raisin Bureau, Red Cherry Exports, Tobacco Associates, Inc., Soybean Council of America, U. S. Rice Council, U. S. Feed Grain Council, Cotton Council Int'l.,Inst. of American Poultry Ind.

"I am very interested in, I am concerned with, and I am impressed by what you are doing " the Secretary told the cooperators.

(More)

Following the breakfast meeting, the cooperators attended the opening of the Food Exhibit at the U. S. Trade Center at which Secretary Freeman, Ambassador Bruce and Agricultural Attache Robert N. Anderson officiated.

In the afternoon of the 5th, the cooperators held a private meeting on market promotion techniques and problems of administering and coordinating their respective programs.

On September 6th, the cooperators held a joint meeting with Attache Anderson and his staff along with Ken Krogh.

Among the subject discussed were implications of the U.K. proposed entrance into the common market; market development opportunities in the U. K.; further promotion through the trade center and Trade Fair activities proposals for 1962.

COTTON COUNCIL INTERNATIONAL REGIONAL MEETING. Howard Stoval, Chairman of the Board of Cotton Council International (FAS Cooperator for Market Development for cotton) and CCI's European Cooperators will participate in a meeting of the Committee on Market Research and Sales Promotion of the International Federation of Cotton and Allied Textile Industries, October 26-27, 1961 in Barcelona, Spain. Following the IFCATI meeting, CCI's European Specialists will hold their annual meeting in Barcelona October 30-31 for a review of activities, program evaluation, and plans for future activities.

WHEAT COOPERATORS TO MEET. The two FAS wheat cooperators, Western Wheat Associates and Great Plains Wheat, will hold a staff and policy conference on wheat market development matters in New Delhi October 17-19. Officers of both producer organizations, U.S.-based supervisory personnel, as well as cooperator representatives stationed in Asia, will be in attendance. FAS will be represented by Assistant Administrator Irwin Hedges and Raymond E. Vickery, Director, Grain and Feed Division. Inspection of cooperative market development projects in several Asian countries will be made by producer officials prior to and following the conference.

COLOMBIA WHEAT TEAM VISITS U. S. Great Plains Wheat, Inc. in cooperation with FAS played host to August 13 through September 5, 1961. The team was made-up of representatives of ADEPAN (National Association of Bread Manufacturers), Ministry of Development, Colombia Association of Agricultural Engineering, and National Association of Cereal Producers.

The tour started with a visit to the Houston Port facilities and then across the Great Plains through Oklahoma, Kansas, Nebraska, and North Dakota observing the production, distribution, and marketing facilities enroute. It wound up in Washington with a visit to USDA officials.

RAISIN MARKET DEVELOPMENT PROJECT. The California Raisin Advisory Board has entered into a contract with FAS to carry out promotional activities for California raisins in Denmark, France, W. Germany, Japan and Sweden. This follows the launching of a successful raisin industry promotion in Japan.

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U. S. FOOD FAIR - HAMBURG, GERMANY, NOV. 10-19

The USA Lebensmittel Ausstellung, Hamburg 1961, is sponsored by the Foreign Agricultural Service of the United States Department of Agriculture, in cooperation with the food and agricultural trade and related industries in the United States.

It will be the 100th international market promotion exhibit sponsored by the Foreign Agricultural Service since this program was inaugurated in 1955.

The U. S. Department of Agriculture's first international trade exhibit was at ANUGA, in Cologne, in 1955. Since then the Department has participated in Germany in the ANUGA in 1957 and 1959, and at the IKOFA, in Munich, in 1958 and 1960.

This will be the first time the U. S. Department of Agriculture has sponsored an independent exhibit of this size (over 60,000 square feet) and diversity anywhere in the world. Hamburg was selected as the location because of the heavy interest and trade in U. S. agricultural foods and products. The exhibit will be held in Hall E of the Planten un Blomen Exhibition Grounds in downtown Hamburg.

Its purpose is to promote the sale and use of U. S. agricultural products, foods, and commodities in Germany and other countries of Europe. The exhibit will show the wide variety of foods and products manufactured and processed in the United States. There will be more than 1,000 food and agricultural products from more than 150 companies in the United States on display. This will be the first time such a display of U. S. convenience foods has ever been presented in Hamburg.

U. S. Agricultural Trade with Germany

The United States is the largest supplier of agricultural products to West Germany.

In the past 5 years, imports of U. S. agricultural commodities and products into West Germany have amounted to more than $400 million annually. In 1960 the extent of this trade was $449 million. In the same year West Germany was the fourth largest overseas customer for U. S. agricultural products, surpassed only by the United Kingdom, Japan, and Canada. German imports from the United States were made up chiefly of cotton, feed grains, soybeans, tobacco, vegetable oils, poultry, fruits and vegetables, livestock products, wheat, and rice.

A Trip Through the Fair

The visitor enters the exhibit by a ramp and views a little bit of "Old Hamburg," exemplified by the symbolic lighthouse, which is centered in its own lake of real water, and decorated with the traditional American colors of red, white, and blue.

Moving around the entrance area, there are artists' portrayals of kitchens of the four centuries, 1600, 1700, 1800, and 1900. By signalling models of wives of those areas, one gets information on the foods and culinary habits of Hamburgers of former times.

By this time the viewer is at the top of the ramp. He enters a darkened tunnel, where, to the left, he continuously views colored pictures of present-day American foods and how they are used to make up complete meals. There are tantalizing poultry dishes, rice, fruit, wheat products, and a wide selection and variety of popular food manufactured in the United States.

Continuing around the overhead walkway, Schlaraffenland comes into view. According to the legend, Schlaraffenland is what Americans might call a "Land of Milk and Honey." A German author describes it as a land where "Houses are covered with pancakes and the doors and walls with gingerbread and the beams with roast pork... Freshly baked rolls grow on the trees and streams of milk flow past... Birds fly around already roasted and if it's too much trouble to put out your hand and get them, then they fly straight into your mouth... It rains pure honey in sweet drops and when it snows it snows clear sugar." A 1,000-square-foot replica of the legendary Schlaraffenland will be built as a centerpiece to the over-all exhibit utilizing American foods and products. The ramp permits viewing on two levels. On the stage at one end of the Schlaraffenland exhibit, there will be appearances of special theatrical attractions and features, some from Europe, others from the United States. Here special visitors will be brought for presentations, publicity pictures and the like.

Leaving Schlaraffenland, one moves along wide aisleways through a series of large colorful displays and demonstrations that highlight U. S. food products and foods made from them. First is the wheat display, where one is greeted by the warm aroma of freshly made toast. Visitors receive samples of this toasted bread which will be baked in Hamburg from a special blend of flour containing both German and American wheat.

On display will be many products containing American wheat flour and pictures made throughout the great American wheatlands.

Next comes the rice display, where the visitor can have a generous taste of

American rice, perhaps combined with some delicious creamed chicken. This rice will be prepared in a modern kitchen, the heart of the rice display in the Food Show. While eating this fine product from the United States, visitors view specially prepared rice dishes under glass. These dishes dramatically show the versatility of rice in the modern German menu.

Across from the rice display will be a display of fruits of all kinds grown in the far-reaching fruit regions of America. There will be canned fruits, dried fruits, and a huge refrigerated display of fresh fruits. Again, from the fruit kitchen visitors will be given samples of fine foods made from American fruits and their products.

Looking across the aisle again, the visitor will view the soybean display. Soybeans, called the "Miracle Crop of the 20th Century," are used in many beneficial ways as ingredients in packaged U. S. foods. Particularly soybean oil and the protein of soybeans are healthful and nutritious. At still another modern kitchen one can taste snacks and soups containing these products. In the soybean display will be seen a vast panorama of two continents, which visualizes the route American soybeans follow as they find their way into the market of Germany.

Across this busy aisle is the honey display, always popular with children and grown-ups alike because it contains live bees behind glass. People like to see the thousands of bees as they pursue their busy and well regulated life in their colonies.

Then one stands in front of the lighted turntables and sees a dazzling display of packaged honey of many different aromas and manufactured by the bees from pollen painstakingly gathered from many flower sources. The visitor now turns and passes the exhibit information booth, where he can ask questions and be directed to persons competent to explain and describe American foods and how they are made.

Proceeding, one comes to the poultry display, one of the largest in the show. Here in one of the always-popular features of American food shows in Germany, you can get for a nominal price one of the "best buys" in all Europe: crisp, hot, meaty, deep-fried chicken served with other U. S. foods; perhaps a dip of rice, a taste of honey or cranberries, and most certainly a crusty, delicious roll containing U. S. wheat flour. You pick up this plate of fine foods and go to the special eating area adjacent to the poultry display.

Before leaving this area, the visitor will see in deep freezers virtually every kind of poultry produced in the United States: whole chickens, broilers, fryers, stewing hens, packaged legs, breasts, and thighs, turkeys, turkey rolls,

ducklings... Many of these products are precooked; all you do is pop them in the stove for a few minutes and you have food fit for a gourmet.

Turning the corner, one finds a brand new feature of American exhibits in Germany: a display of leather products having their origin in the vast livestock industry of the United States. There will be fashionable shoes, belts, purses, and garments made from leather tanned in the United States; models in a style show featuring all U. S. leather garments; pictures of how leather is made and how it is tooled into durable, attractive accessories and garments.

Next, you visit a huge display of processed foods arranged by the Grocery Manufacturers of America, representing the vast U. S. grocery industry. On display in both frozen and non-frozen areas will be products furnished by more than 150 food manufacturers and processors in America; canned vegetables, fruits, meats, specialty and combination foods of all kinds; frozen products -- meats, full meals, sandwiches, vegetable, fruits, juices, pies... then a full line of packaged foods familiar to food-show visitors of other American exhibits in Germany; the famed cake mixes, spaghetti, macaroni, and other wheat products; wafers and biscuits; honey; rice; spices... the list is almost endless. There will be more than 1,000 different types of food packages on display at the American Food Show... samples of every kind of packaged foods that you could buy in the newest of American supermarkets.

In yet another of the show's modern kitchens, you will see these convenience foods cooked and demonstrated -- many of them you just "heat and eat" -- and offered in bite-size amounts to visitors in front of the kitchen. Cakes prepared from the near-miraculous American cake mixes will be baked, iced, cut, and serve periodically throughout the 10 days of the show. Frozen and prepared meals (and the very few minutes it takes to have them "table-ready") will be demonstrated.

Immediately across from this display of packaged American foods, there is another taste-treat in store for the visitor, at the "instant" nonfat dried milk display. This product, having become very popular in the United States in recent years, is now offered on the world market. Because of advanced research and technology by the American dairy industry, this white, soft powder disssolves instantly in cold water. The result is a healthful, delicious drink that is exactly like fresh milk but without any butterfat.

Nonfat dried milk is healthful, refreshing, and nourishing drink for calorie-counters. The viewer will see toppings made and served the way people like them in Germany; they look and taste like whipped cream; but the calories in these milk toppings? hardly enough to count! You'll see an expert cook from the United States use dried milk in foods: baked foods, meat dishes, desserts. Protein in nonfat dried milk is easier to digest than almost any other type of

protein. This fast-growing product is an economical, nourishing addition to virtually any kind of food... and when you drink it, you'll like it.

After tasting such a delicacy as ginger bread topped with this rich-looking but low calorie milk product, one enters the so-called commercial area, occupied by the display booths of Germany and American companies. Favorite German brands of foods and other products will be on display, also American brands that you have seen in your favorite neighborhood food store. But you'll also see many American brands that are not so familiar. Some of these companies will be selling certain products, others will give away samples. Still others will be cooking and demonstrating their products. One feature of this section will be the manufacture of donuts for fair visitors. An estimated 80,000 donuts will be distributed free daily in packages of 4 each.

In this area will be another of the outstanding spectacles of the entire American food show... the Miracle Kitchen. No one can have a kitchen like this now, no matter how much money he has. Maybe some day you can buy a kitchen like it. But at the American show you can see it. Push a button and the vacuum cleaner automatically cleans the floor. The refrigerator drops out of the wall at a wave of the hand... dishes wash themselves automatically... you can look into a TV screen in the center of this fabulous kitchen and see what the kiddies are doing in their bedroom or playroom. This famous presentation has been arranged for by a major American appliance manufacturer, and has been the hit of many U. S. exhibits.

Finally, there is an American restaurant on the upper level where the visiting family can sit down and relax, and be served a genuine American meal. It may be cooked and served in a familiar manner. But virtually, every tasty item will have come from the United States... poultry, vegetables, fruits, baked goods, desserts... maybe ice cream. For a snack, there will be hamburgers, hot dogs, or a milk shake from the snack bar in the restaurant, you can have your favorite beverage, too.

U. S. Agricultural Industry Cooperators

American industry will be represented at the U. S. Food Fair by many trade and agricultural associations and private firms which cooperate with the U. S. Government in the foreign agricultural market development program.

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BROILER PIGMENTATION DEMONSTRATION GETS GOOD RESPONSE

Although in some regions of Italy consumer preference for deep yellow pigmentation in poultry is not as definite as in others, the majority of Italians still prefer the highly colored bird. In view of this situation, the U. S. Feed Grains Council conducted a broiler feeding trial at the Rovigo Poultry Research Station to demonstrate that U. S. corn was comparable with other corn, including Argentine-Plata, and that grain sorghum could be advantageously used in broiler feeding, provided a xanthophyll-rich diet is used in the final 2 to 3 weeks of the growing period.

The results of the trail were fully in keeping with expectations. The birds fed on U. S. yellow hybrid dent corn from the start of the test to time of slaughter developed an attractive yellow pigmentation, just slightly lighter than that of the Plata-fed birds. Birds fed on grain sorghum as the only grain for the entire growing period were relatively white in color.

However, replacing grain sorghum with Plata corn in the last 19 days of the feeding period produced dramatic results, the birds having the same degree of pigmentation as those fed Plata throughout the trial.

Feed efficiency for birds fed on U. S. corn was slightly higher than for those fed on Plata corn, though differences were not statistically significant. Grain sorghum showed about 3 percent lower efficiency. This was not unexpected since a fair comparison would require balancing to a milo base rather than straight substitution on a corn base.

A minor case has been made in Italy of the preference for Argentine-Plata (flint) corn as compared with U. S. corn. However, Italy itself is producing, and consuming, an increasingly large amount of yellow hybrid corn similar to U. S. corn. In fact, hybrid dent corn is outproducing, and replacing, the traditional Plata corn in Argentina. A recent report indicates both types of Argentine corn, Plata and dent, to be selling in Italy at the same per-ton prices.

Selected broiler carcasses from the Rovigo trail were displayed at the Varese Fair. The display stimulated a great deal of interest, particularly among the feed trade.

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